



KRUZHKA CHAIN OF BEER RESTAURANTS AND SPORTS BARS

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CHAIN OF BEER RESTAURANTS AND SPORTS BARS



KRUSHKA Is:

- the biggest chain of beer restaurants and sports bars in Moscow;
- liked by the public for its unique atmosphere and reasonable prices;
- the company which is respected for its imposing size and solid volumes of consumption.

«Krushka» has been operating for only 3 years, but we have managed to transform into the biggest chain of beer restaurants and sports bars in Moscow.

How did we do it?

You will find answers to this question on every page of this booklet.

Beer *Sport* chain



KRUZHKA – Profile



as 01.04.2005

Metro station/ district	address	Telephone	Number of seats/ on verandah	Number of halls
Arbatskaya	31 Arbat Ul.	241-0886	60/60	1 floor, 1 hall plus verandah.
Bagrationovskaya	2/9 Kastanayevskaya Ul., building 3	148-7569 144-4125	164/56	2 floors, 2 halls plus verandah.
Baumanskaya	5 Ladozhskaya Ul.	to be opened soon		
Belorousskaya	3 Butyrskiy Val Ul., building 3	251-4720 251-5822	134	2 floors, 2 halls.
Cherkizovskaya	125 B B.Cherkizovskaya Ul.	161-8685 161-2651	250/10	2 floors, 2 halls plus verandah.
Chistie Prudy	32/1 Myasnitskaya Ul., building 1	363-2404 363-2418	318	2 floors, 2 halls.
Izmailovskiy park	71 Izmailovskoe Shosse, bld. 16	166-7617	120	2 floors, 2 halls.
Kon'kovo	128/2 Profsoyuznaya Ul.	337-1555 338-7030	250/70	1 flocs, 2 halls plus verandah.
Kurskaya	5 Nizhniy Susalnyi Per., building 1	785-6285	249/60	2 floors, 2 halls plus verandah.
Mar'ino	163/1 Lublinskaya Ul.	345-7219 347-9829	215	1 floor, 2 halls
MITINO	39 Pyatnitskoye Shosse	754-7040	400	2 floors, 2 halls.
Novie Cheryomushki	25/1 Garibaldi Ul.	779-4780	135/56	1 floor, 1 hall plus verandah.
Proletarskaya	13 3d Krutitskiy Per.	676-0589	180	1 floor, 1 hall.
Semyonovskaya	3 Sherbakovskaya Ul., building 1	369-6309	367/72	2 floors, 3 halls plus verandah.
Skobelevskaya, BUTOVO	5 Admirala Ushakova Bulvar	to be opened soon		
Vodny stadion	45 Admirala Makarova Ul.	159-8780	250	2 floors, 4 halls.
ZELENOGRAD	2 Yunosti Pl.	535-2689	269/60	2 floors, 3 halls plus verandah.
NOGINSK	28 Komsomolskaya Ul.	to be opened soon		



3765 seats

KRUZHKA

On MOSCOW map



Main Moscow highways and subway stations are pointed out at the map.

KRUZHKA – WHERE IS IT?

Kruzhka restaurants are situated near metro stations and busy streets of the capital. During 3 years of existence «Kruzhka» have opened 15 restaurants located in the city centre and on the outskirts. Moreover several bars are constantly in the process of construction. In March of 2004 Kruzhka went far beyond the Moscow auto ring road and opened a restaurant in Zelenograd. In 2005 we are planning to overstep the limits of the Moscow area.



KRUZHKA ~ how much is it?

An average bill amounts to \$10-15.
 15 restaurants of the Kruzhka chain service over 10,000 visitors daily.
 Each restaurant services from 600 to more than 1,000 people daily depending on its location and area. Since the first Kruzhka opened in Kon'kovo in March of 2002 over 3.5 mln. clients have visited our chain of beer restaurants and sports bars.
 Some 200-300 people can be accommodated by «Kruzhkas» at Kurskaya, Bagrationovskaya, Belorousskaya, Chistie Prudy, Vodny stadion, Kon'kovo, Mar'ino, and Cherkizovskaya metro stations, as well as in Mitino and Zelenograd.
 Kruzhkas at Novie Cheryomushki, Izmailovskiy Park and Proletarskaya metro stations are capable to host 100-150 clients.
 The smallest restaurant with only 60 seats is situated in Stary Arbat; while the biggest one with 512 seats is located near Semyonovskaya metro station (verandah inclusive).



KRUZHKA ~ What is it like?

It is the largest chain of beer restaurants and sports bars in Moscow. It has a unique format which combines elements of beer restaurants, sports bars and fast food outlets.

KRUZHKA ~ how does it Works?

Kruzka is a chain of democratic restaurants with affordable prices, intended for the mass public. Kruzka has a good assortment of dishes which includes several dozens of different names that have stood the test of time and consumers' tastes. Every day you can enjoy nice music and live broadcasts of the major sports events. All our restaurants are outfitted with state-of-the-art equipment, big TV screens and autonomous IP network. Due to this our restaurants are extremely popular with the public. Our guests come from different social strata and our constant clients account for half of the visitors.

KRUZHKA ~ why this Name?

The majority of new clients come at the recommendation of their friends. Our guests appreciate Kruzka for its comfort and cozy atmosphere and international cuisine. Its original atmosphere encourages communication, that is why our restaurants are often visited by big companies and families. In the 15-16 centuries there was a chain of drinking houses that had a similar name Kruzhalo. Those were kinds of pubs affordable to merchants, state

peasants and other representatives of different strata of medieval Russia. Today beer houses are also very popular thanks to their democratic format. Experts attribute their popularity mainly to increasing consumer preferences for beer in general. In the market niche of the pubs acceptable to the majority of citizens Kruzka is in fact second to none. Its restaurants attract people both in the downtown and remote residential areas.

What Do Visitors Say About **KRUZHKA**?

How often do you come to Kruzka? Which of our restaurants do you like best?

- I come every day (Irina Yershova)
- Every weekend, generally to Kruzka in Mitino (Kate, a student of the University of Foreign Languages)
- I drop in from time to time, I have a good time there (Sergey, aged 25)
- Very often, because I live nearby (Ludmila, aged 45)
- The bars are few throughout Moscow, otherwise I would come more frequently (Vadim, aged 22)
- Very seldom these days. I have no time for it, because of my little child (Helen, aged 32)
- All pubs are very good (Alex, aged 21)
- Every Friday, Saturday, and Sunday, sometimes on week days (Svetlana, aged 23)
- When I stay at the hotel Izmailovo (Alexander Babenko, aged 31)
- I'm here for the first time, but I'm going to come again (Ksenia, a student)
- By the way, when will Kruzka at 57 Admirala Ushakova Bulvar be opened?
All the people in Butovo are getting restless (Nikoulin Pete)
- I'm looking forward to the opening of a Kruzka at Vodny Stadion, I hope it will be close to the metro station, like others, otherwise it makes no sense to go to Kruzka by car (Nikolai)

*Do you like our food?

- I adore your borsch! (Sergey, an employee of a Cafemax Internet cafe)
- This is the real food!!! (Kiryanov Sergey, 20)
- I like it, I lunch at the working place and come here for supper (Elena, aged 24)
- Wow, smashing! (Vladimir, aged 42)
- Tasty (Yuri Dmitievich, aged 42)
- Delicious (Max, aged 18, Lesya, aged 22)
- OK (Mark, aged 30)
- I come once every week, I like the food – otherwise why coming (Vladimir, aged 40)
- Very good (Alexei, aged 24)
- Fantastic (Lyudmila, aged 23)
- Super, I'll come again and again (Oksana, aged 30)
- I've never tasted better fried potatoes than yours! (Nikolai)
- I like your crisps (Lyudmila, aged 45 «EF English First»)
- Lunch is wonderful (Nadyusha, aged 37)
- Your food is OK, my son likes it (Alexander, aged 30)

*Frankly speaking:

- It's not the first time I'm here – and of course not the last (Dmitriy, aged 24)
- Unfortunately our country is not Brazil or Italy, so it's impossible to endure the results of most football matches without Russian vodka (Sergei Borisovich Maiboroda and his wife Elena, visitors of Kruzka at Belorousskaya)
- I drink 3 liters of beer a day, it all depends on my free time (Nikolay, aged 28)
- Alló, alló, alló!!! (Note in the Visitors' Book)



I COME to KRUZHKA

Every day





KRUZHKA: Statistics

According to the experts of Rosinter Restaurants pubs with an average bill coming to \$10 and «trendy» Russian cuisine make the basic potential for development, though this kind of restaurants is rare nowadays.*. Today Kruzka is the only chain that works in this price range.

- Kruzka has the lowest prices in Moscow;
- Kruzka has the most generous portions;
- Kruzka is growing before your eyes: in 2005 Kruzka is going to move beyond the Moscow region's boundary;
- Kruzka pubs are among the largest in Moscow.

Spending little on advertising we have practically 100% occupancy due to «hearsay» – our guests' comments and recommendations.

- The chain serves about 10,000 customers per day.
- Popularity of the people's format of Kruzka and success of the project is confirmed by the fact that 80 % of visitors are our regular customers.
- Our constant client visits «Kruzka» 1-2 times a week.
- The experience of Kruzhkas in Mitino and Kon'kovo shows that the chain format is extremely popular in residential areas.
- 58% of our audience are young people aged 18-25, and 34 % are people aged 25 to 39.
- Students make one fifth of the total number of visitors.

UNIQUE format



* «Restorator» No. 6, June 2004, p. 39

KRUZHKA: Menu

The basic Kruzha menu concept is «Fast, value for money, delicious». Kruzha's original menu has stood the test of time and been optimized to meet current standards. Its main principle is substantial dishes and lavish portions. This is typical of beer restaurants in general, but unfortunately far from being observed in Moscow. Customers like big portions in Kruzha restaurants: even crisps to beer are served on big plates. Trendy fast food dishes such as chips, shashlik, shaurma, grilled fish, and shrimps form the basis of the Kruzha menu. Our courses are deliberately chosen from different cuisine traditions – oriental, Ukrainian, American, and Russian. It allows us to satisfy various tastes of our guests. Kruzha's cooking mill makes semi-prepared food which is brought to every restaurant of the chain every day.

Kruzha's menu to advantage

- I like lula-kebab (Andrei Potapov, 35)
- And I prefer chicken shashlik (Tom, 24)
- I love chicken wings (Viktor, 30)

Shaurma takes the lead in our sales and accounts for 30% of consumption. There are four kinds of shaurma: in lavash and open, grilled and not, in big and small portions. Chips is the second popular dish which accounts for 20% of overall sales in Kruzha. Shashlik is the public's third favourite dish. It comes in two types: chicken and pork. 13% of our customers order it. Our menu is stable; new dishes are tested as special offers first and only after that they are put on our regular menu.



Beer is BEST by mugs!

Experts explain the popularity of beer restaurants by the growing popularity of beer in general. We sell beer of three types in our restaurants – premium, popular «people's» beer and branded light beer. The latter is favored by the most people and makes as much as 55% of our total beer sales.



ЗАКАЖИ КРЕВЕТКИ
в период с 8 ноября по 1 декабря порция становится на 20% больше



MENU

You can take away any dish on our menu



SOUPS:

borsch with sour cream (300/20) 50 rub.
Soup of the day (300/20) 50 rub.

SALADS:

Salad made from fresh vegetables (220) 70 rub.
Caesar salad (180) 130 rub.

HOT DISHES:



Arabic shaurma
Big portion (500) 160 rub.
Medium portion (390) 120 rub.



Arabic shaurma in lavash
(1/120) 50 rub.



Grilled Turkish shaurma
(1/120) 55 rub.



Grilled trout
(1/150) 190 rub.



Boiled shrimps, with lemon
(280/30) 170 rub.



Chicken kebab
(150/150/50) 130 rub.



Pork kebab
(150/150/50) 170 rub.



Roasted potatoes with meat (100/215) 180 rub.



Fried potatoes with sauce
(200/50) 45 rub.



Chicken wings in honey sauce (290/150/50) 190 rub.



Lula-kebab
(150/150/50) 145 rub.

SAUCES:

sour cream, tar-tar, garlic, adjika, ketchup, honey, mayonnaise (50) 20 rub.

BIG «Kruzhka» LUNCH

(salad, soup, hot dish, drink inclusive) 129 rub.

HORS D'OEUVRE:

Low salt salmon with lemon (120/50) 160 rub.
Pickled vegetables, assorted (200) 80 rub.
Pickled mushrooms with butter and onion (200) 90 rub.
Salty crisps with sauce tar-tar (150/50) 55 rub.

ALCOHOLIC DRINKS:

Vodka «Vinogradov» (50) 50 rub.
Vodka «Stolichniy Doctor» (50) 40 rub.
Vodka Smirnov (50) 60 rub.
Vodka «White Gold» (50) 70 rub.
Whisky Ballantines (50) 130 rub.
Cognac Courvoisier (50) 390 rub.
Tequila Sauza (50) 130 rub.
Martini (50) 60 rub.
Champagne (750) 240 rub.
Champagne (150) 55 rub.
Red and white wine (150) 80 rub.
Gin Beefeater (50) 110 rub.
Rum (50) 110 rub.

COCKTAILS:

Martini with orange juice (50/150) 90 rub.
Gin-tonic (50/250) 130 rub.
Tequila-bum (50/250) 150 rub.
Vodka with orange juice (50/150) 90 rub.
Whisky-cola (50/250) 145 rub.
Rum-cola (50/250) 130 rub.

CIGARETTES:

Marlboro, Parliament, Muratti, Virginia 55 rub.
LM, Chesterfield 35 rub.

NONALCOHOLIC DRINKS:

Orange juice (200) 40 rub.
Tomato juice (200) 40 rub.
Apple juice (200) 40 rub.
Cherry juice (200) 40 rub.
Peach juice (200) 40 rub.
Grapefruit juice (200) 40 rub.
Cranberry juice (200) 40 rub.
Orange fresh (200) 85 rub.
Aqua minerale (600) 40 rub.
Pepsi (250) 40 rub.
Mirinda orange (250) 40 rub.
7-up (250) 40 rub.
Tonic (250) 40 rub.
Lipton Cold tea with lemon (600) 45 rub.
Adrenalin Rush (275) 60 rub.
Black Tea MAISKY (200) 30 rub.
Green Tea MAISKY (200) 30 rub.
Coffee espresso (50) 45 rub.
Double espresso (100) 65 rub.
Cappuccino (120) 55 rub.

DESSERTS:

Ice cream small ball (50) 35 rub.
Chocolate, lemon, strawberry, walnut with strawberry or chocolate syrup
Choice of cakes (portion) 70 rub.

All hot dishes are served with fried potatoes, cabbage salad and sauce.

BEER:

Tap:
Kruzhka (0,5) 40 rub.
Klinskoye Arriva (0,5) 45 rub.
Sibirskaya corona (0,5) 55 rub.
Staropramen (0,5) 70 rub.
Bottled:
Bakler/nonalcoholic (0,33) 75 rub.



Arbatskaya, 31 Arbat Ul., tel. 241-0886
Bagrationovskaya, 2/9 Kastanayevskaya Ul., building 3, tel. 148-7569, 144-4125
Baumanskaya, 5 Ladozhskaya Ul., to be opened soon
Belorousskaya, 3 Butyrskiy Val Ul., building 3, tel. 251-4720, 251-5822
Cherkizovskaya, 125 B B.Cherkizovskaya Ul., tel. 161-8685, 161-2651
Chistie Prudy, 32/1 Myasnitskaya Ul., building 1, tel. 363-2404, 363-2418
Izmailovskiy park, 71 Izmailovskoe Shosse, building 16, tel. 166-7617
Kon'kovo, 128/2 Profsoyuznaya Ul., tel. 337-1555, 338-7030
Kurskaya, 5 Nizhniy Susalnyi Per., building 1, tel. 785-6285
Mar'ino, 163/1 Lublinskaya Ul., tel. 345-7219, 347-9829
MITINO, 39 Pyatnitskoye Shosse, tel. 754-7040
Novie Cheryomushki, 25/1 Garibaldi Ul., tel. 779-4780
Proletarskaya, 13 3d Krutitskiy Per., tel. 676-0589
Semyonovskaya, 3 Sherbakovskaya Ul., building 1, tel. 369-6309
Skobelevskaya (BUTOVO), 5 Admirala Ushakova Bulvar, to be opened soon
Vodny stadion, 45 Admirala Makarova Ul., tel. 159-8780
ZELENOGRAD, 2 Yunosti Pl., tel. 535-2689
NOGINSK, 28 Komsomolskaya Ul., to be opened soon

All taxes included. All prices are effective from 01.12.2004



Weekly programme of sporting telecasts on www.kruzhka.com



KRUZHKA: Beer+Sport



SPORTING TELECASTS IN KRUSHKA

Monday, March 28, 2005

- 13:20 Bowling. Russian bowling championship. RTR-Sport
- 16:30 Hockey. Play-off. RTR-Sport
- 19:00 Hockey. Play-off. RTR-Sport
- 21:00 Tennis. Miami. NTV-Plus Online

Tuesday, March 29, 2005

- 12:15 Best fighting of Mike Tyson
- 13:20 Bowling. RTR-Sport
- 17:00 Billiards. NTV-Plus Sport
- 20:00 Tennis. Miami. NTV-Plus Online

Wednesday, March 30, 2005

- 12:15 Best fighting of Mike Tyson. RTR-Sport
- 13:30 Tennis. Miami. RTR-Sport
- 15:30 Hockey. Play-off. RTR-Sport
- 19:10 Qualification. Germany 2006. Estonia vs Russia. ORT
- 21:00 Qualification. Germany 2006. Slovakia vs Portugal. NTV-Plus Football
- 23:00 Qualification. Germany 2006. Serbia and Montenegro vs Spain. NTV-Plus Football

Thursday, March 31, 2005

- 12:20 Qualification. Germany 2006. Uruguay vs Brazil. NTV-Plus Football
- 15:30 Hockey. Play-off. RTR-Sport
- 19:00 Hockey. Play-off. RTR-Sport
- 22:35 Basketball. Euroliga. Scavolini – CSKA. RTR-Sport

Friday, April 1, 2005

- 12:15 Best fighting of Mike Tyson. RTR-Sport
- 13:30 Tennis. Miami. NTV-Plus
- 16:30 Survey. NBA. NTV-Plus Sport
- 19:30 Tennis. Miami. NTV-Plus
- 21:50 Professional boxing. RTR-Sport.
- 00:00 Tennis. Miami. 1/2 final. NTV-Plus Sport

Saturday, April 2, 2005

- 12:15 Professional boxing. RTR-Sport
- 14:00 Formula 1. Grand-prix Bahrain. Qualification. RTR-Sport
- 16:00 Russian Premier league. Dynamo – Shinnik. RTR-Sport
- 18:00 Hockey. Play-off. RTR-sport
- 20:10 English Premier league. Southampton – Chelsea. NTV-Plus Sport
- 22:05 French Championship. NTV-Plus Football
- 00:00 Spanish Championship. Football

Sunday, April 3, 2005

- 12:00 Formula 1. Grand-prix Bahrain Qualification. RTR-Sport
- 15:15 Formula 1. Grand prix Bahrain. RTR-Sport
- 16:00 Russian Premier league. CSKA – Locomotive. ORT
- 17:45 Russian Premier league. Spartak – Amkar. RTR-Sport
- 21:00 Spanish Championship. NTV-Plus Online

CHAIN OF BEER RESTAURANTS AND SPORTS BARS

FANS AND SPORT LOVERS MAKE THE BIGGEST PART OF OUR VISITORS.

They fill Kruzka 150% on the days of great sporting telecasts. Every restaurant is equipped with a TV screen, a projector and TV-sets so that every viewer could watch TV transmissions. Kruzka's timetable for sporting events is put on every table and revised weekly on www.kruzka.com.

During a lot of sports broadcasts most tables are reserved several days beforehand. Reservation is a paid service which brings an extra profit for Kruzka and makes it possible to regulate crowds of visitors on the peak days of sports events. Kruzka's telecasts create a unique atmosphere in the restaurants: the halls are overcrowded with fans and turn into stadiums: Kruzka bursts with screams: «Goal», buzzes with bugles and chants.





KRUSHKA – FRANCHISING

As every young chain we are just preparing for franchising, testing various ways of cooperation with our partners and investors. We are improving supply schemes, documents coordination, construction and repair work, promo actions and advertising campaigns. We have accumulated considerable experience enabling us to reduce expenses and increase profits. We are pleased to share our experience with leaseholders and investors, who are ready to open new Kruzhas in the capital and far beyond its boundaries.

KRUZHKA – an advertising area

Kruzhka places in its pubs advertisements by various advertisers. Many publishing houses, media groups, advertising and promo agencies, partners and suppliers cooperate with us and show interest in our projects. Such factors as big throughput of the chain, our democratic audience and atmosphere and precise customer targeting appeal to them. Most advertisers are satisfied with the commercial effect of cooperating with our chain. These are Play Mobile, carting centers Pilot and 100%-carting, Camelot foot-wear centers, chain cinemas, Red Cube token and souvenir shops, Business World publishing house, Fly-cards which had to introduce a special large circulation format to cooperate with Kruzhka, TV channels such as RTR, Culture, and Sports, as well as our suppliers who hold their promo-actions in Kruzhka regularly.

We regard major producers, service companies and local advertisers (in various Moscow municipal regions) interested in direct placement of their adverts for a particular target audience as our potential advertisers.

The main advertising media provided by Kruzhka are as follows: hire of audio / video clips and footages via local TV / radio network Kruzhka-Media, placing adverts on www.kruzhka.com site, promo actions, adverts in weekly listings of sporting broadcast and in the menu; special displays on the tables in the restaurants, posters in the halls, distribution of advertising materials at the restaurants' entrances, of leaflets with receipts, outside banners on the restaurants' external walls, advertisers' logos on the overalls of the restaurant personnel, distribution of souvenirs, marketing research, etc.



Choice of advertising area: minimum placement – 1 restaurant, maximum placement – the entire chain.
Minimum audience in one restaurant: 600 to 1,000 people daily (depending on the area and location of the restaurant).

The chain services about 10,000 visitors daily



Main categories of clients: the youth (Kruzhka is accessible to any purse); fans; beer lovers; additionally Kruzhka plays a part of a favourite recreation bar in residential areas.

Salient features of the audience: 80 % are regular customers that visit Kruzhka 1-2 times every week in a big company.

Comfortable conditions are provided to the suppliers to arrange their promo-actions and increase sales. Many suppliers regularly have their promo-actions and plan joint advertising and PR activities with Kruzhka.

Kruzhka advertising department organises placement of advertisements in the chain restaurants. Contact information:
tel / fax + 7 (095) 261 4741, 785 6293, e-mail: adv@kruzhka.ru

* Kruzhka's cook in uniform from «Aviko» – greatest manufacturer of Holland potatoes.





KRUZHKA IN THE PRESS

Restorator Magazine, June, 2004, Beer Restaurants Review

The main Moscow chains ... — these are classic German *bierstuebe* and English pubs. There are also some «conceptual» chains, for example, Kruzhdka chain — the biggest in Moscow and the most democratic one in terms of prices. Kruzhdka is an exceptionally Moscow type of «people's» place. An average bill amounts to about US\$ 10. The interior is quite simple. The menu is not expensive, nutritious and tasty. The hits are shaurma and, beer, of course...



Restorator Magazine, May, 2004, Sports Bars Review

... Kruzhdka chain. A kind of a hybrid of a specialized sports venture and a beer bar: it is in between these two categories. The interior is typical of a pub, but there are weekly signs about sports events for the forthcoming week. «We have certain appeal for the fans as a sports restaurant. As a pub we attract people who love beer, including those who do not have a lot of money, students, for example, — says

Natalia Sokolova, PR Manager of the chain. — By the way, democratic pricing policy helps us to be successful in residential areas as well». Kruzhdka is popular as a sports bar among the fans and for extremely important and interesting sporting events people reserve places a week beforehand (reservation is a paid service)...



«Переодеться в воздухе»
Вместо лишь два с половиной года понадобилось амбициозной концепции «Крузька», чтобы войти в тройку крупнейших сетей столицы. Рассказывает на осень 2004 из 14 тысяч, большая часть которых находится в спальных районах, фабрика кухни и только десять человек: административного аппарата. В интервью «МД. Ресторан» уральская хозяйка Елена Косица впервые рассказала о системе управления и стратегии «Крузьки».



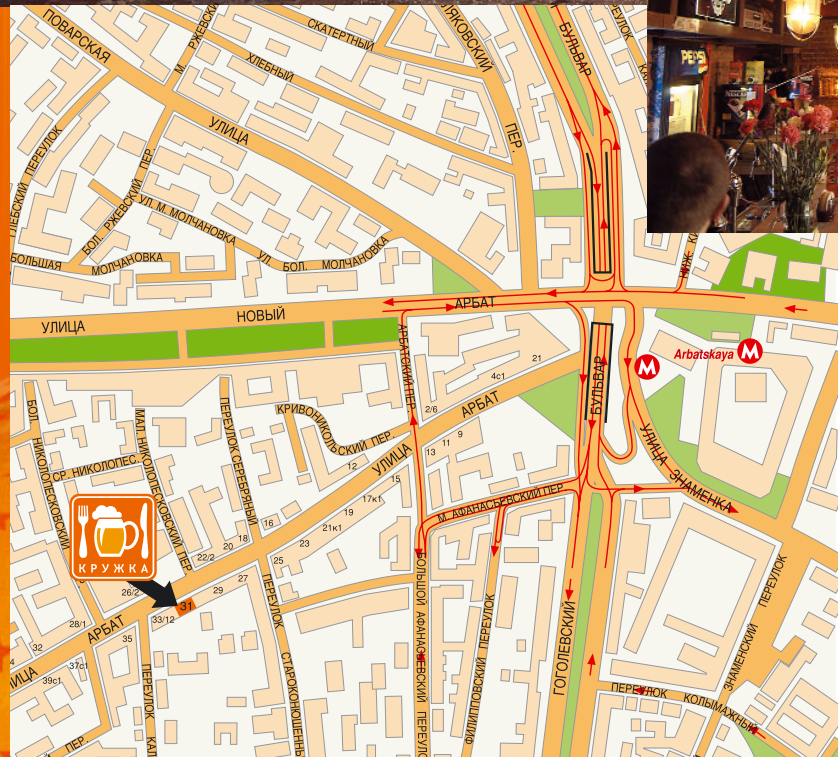
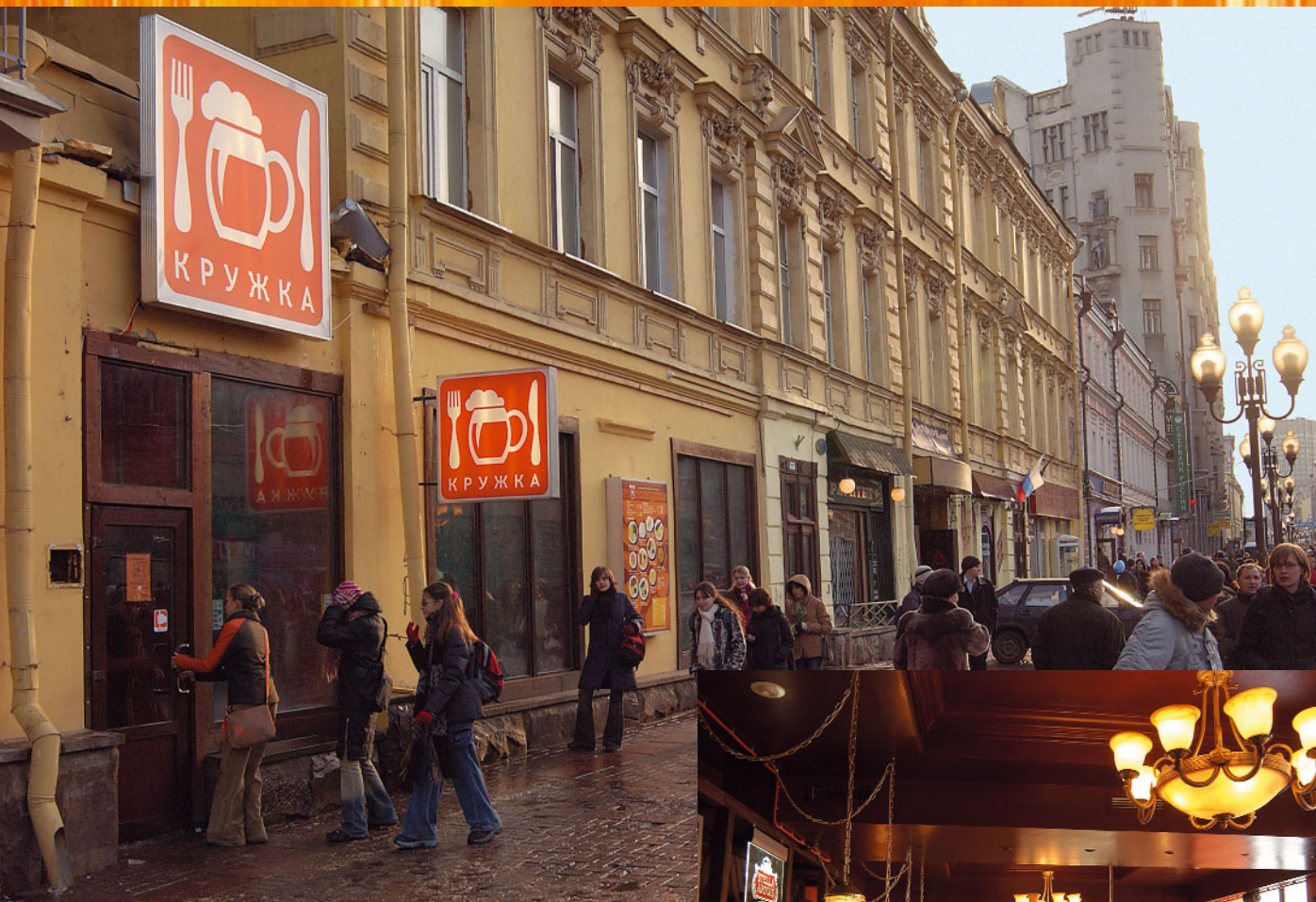
Signature Beer from a Russian Chain

The first branch of the restaurant chain Kruzhdka was opened in April 2002 in a 'bedroom community' called Kon'kovo in the south-west outskirts of Moscow. Today the chain already operates 13 restaurants in Moscow, another two branches are planned for opening in September this year. Kruzhdka hosts about 20,000 guests daily and nearly 80% of them are regular goers. The chain plans to lodge another branch in Saint Petersburg, and wants to become an all-Russian brand within the next few years. Kruzhdka is an inexpensive beer restaurant (average bill \$10-15), with elements of a sports bar — TV-broadcasts of various sports events attract lots of guests. Regular goers are aged from 18 to 40. The interior reflects beer and sports themes: massive wooden furniture, TV-screens and brick walls where soon photographs of well-known sportsmen will appear. Kruzhdka is designed for up to 265 guests. The menu consists of four types of starters and twelve main courses. Among the most popular: Arabian shaurma (30% of sales), potato dishes (20%) and shashlyk (13%). The most important beverage is beer: Stella Artois, Sibirskaaya Korona, and a signature beer called Kruzhdka are offered. www.kruzhdka.ru

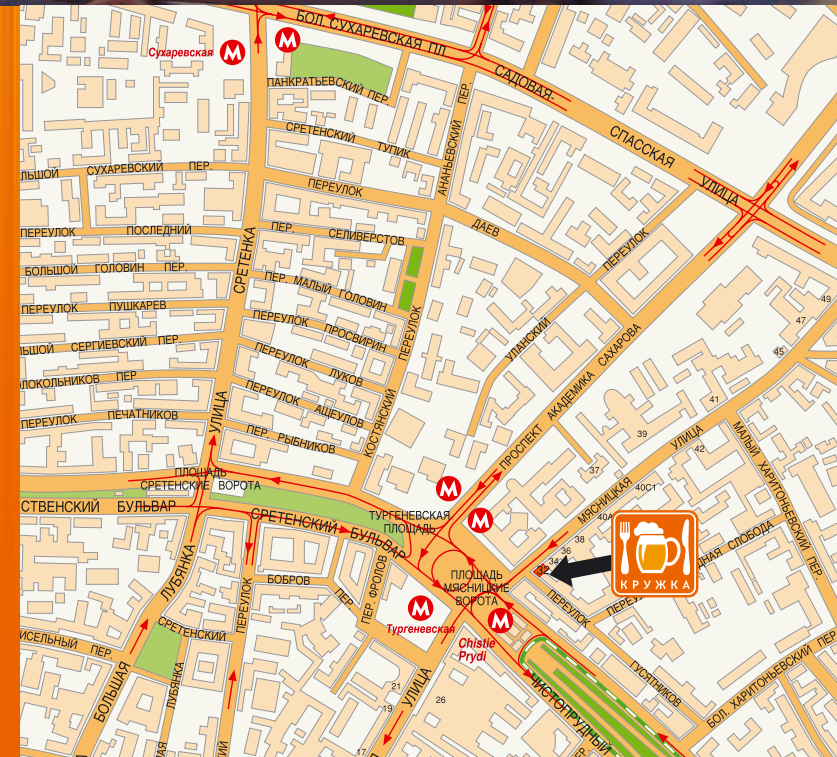


Every KRUSHKA in Detail

ARBAT



In November 2003 the smallest Kruzha was opened at 31 Arbat Ul. It has 60 seating places and in the summer time it can double the accommodation owing to the open terrace. It is remarkable that 1.5 year after its establishment Kruzha chain managed to occupy a worthy place in the «restaurants Mecca» of Moscow.



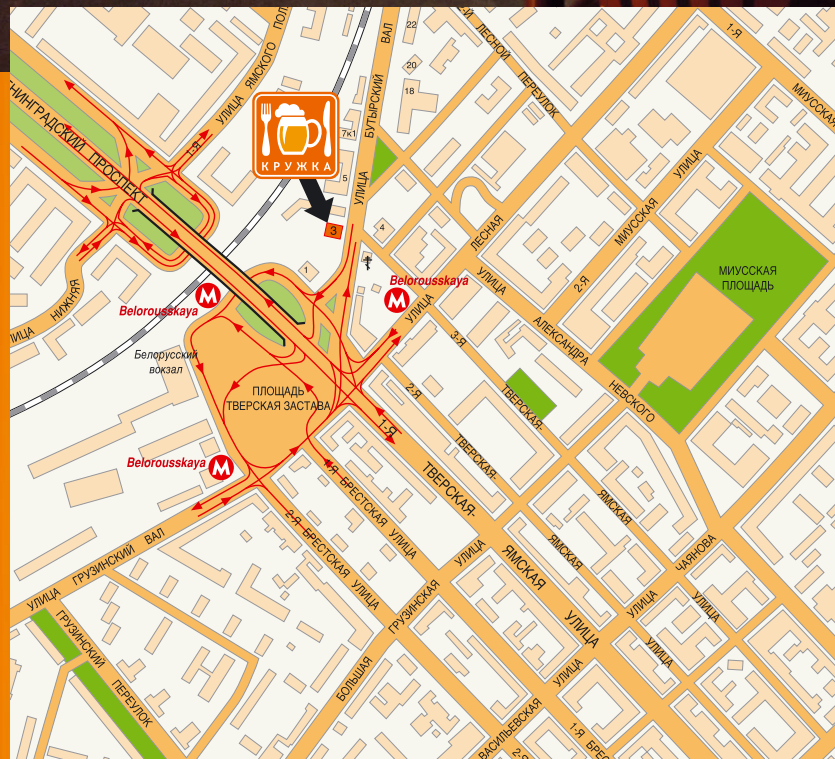
CHISTIE PRUDY

A big 318 seat Kruzha is located at the intersection of the Boulevard Ring and Myasnitskaya Ulitsa. It was opened in July of 2003 in the building of a former paying house at 32/1 Myasnitskaya Ul., building 1. The salient feature of this restaurant is its business environment and the daytime public here are businesspeople. Two big halls in the basement and on the ground floor can accommodate 213 and 105 people respectively at one time.

Every KRUSHKA in Detail

KURSKAYA

BELOROUSSKAYA



There are some Kruzhas in the downtown. One can find a two storey Kruzha restaurant near Belorousskaya metro station at 3 Boutyrsky Val Ul., building 3 surrounded by over a dozen of competitors which is very much liked by our customers. It is situated in a detached building and has 134 seating places. Kruzha has a worthy position among restaurants in Moscow recreation zones as a democratic institution with low prices and sporting orientation.



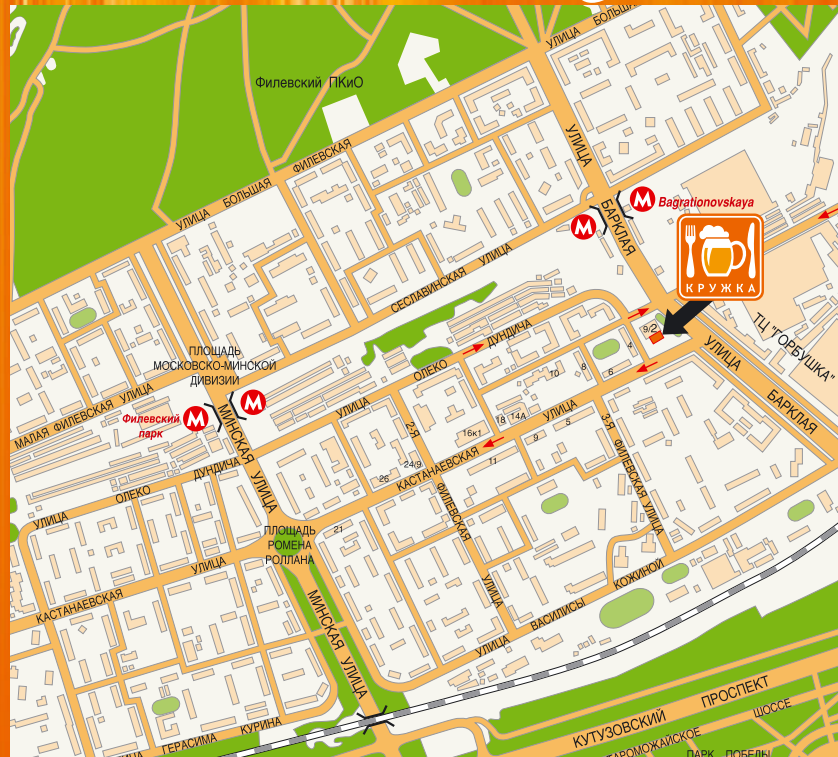
Kruzha at 5 Nizh. Soudalny Per., building 1 is mostly frequented by students: it is surrounded by colleges and hostels of the oldest Moscow universities – University of geodesy and mapping sciences (former MIIGAiK), University of land planning and some other new higher educational institutions. This Kruzha has stylish exterior and interior: it is located in an old building constructed in the second half of the 19th century.

BAGRATIONOVSKAYA (Gorboushka)

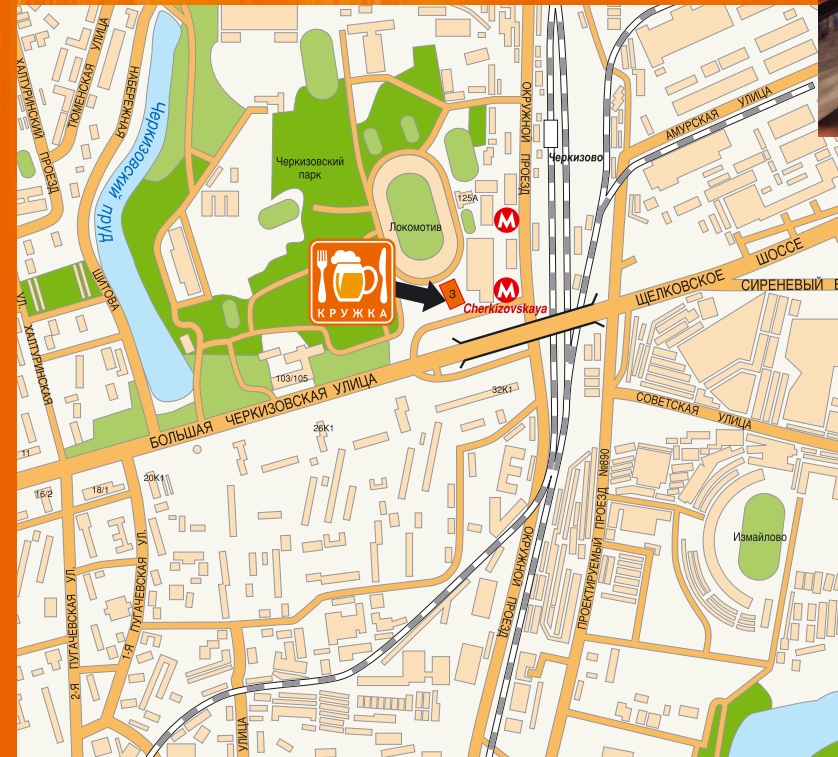
CHERKIZOVO



Every KRUZHKA in Detail



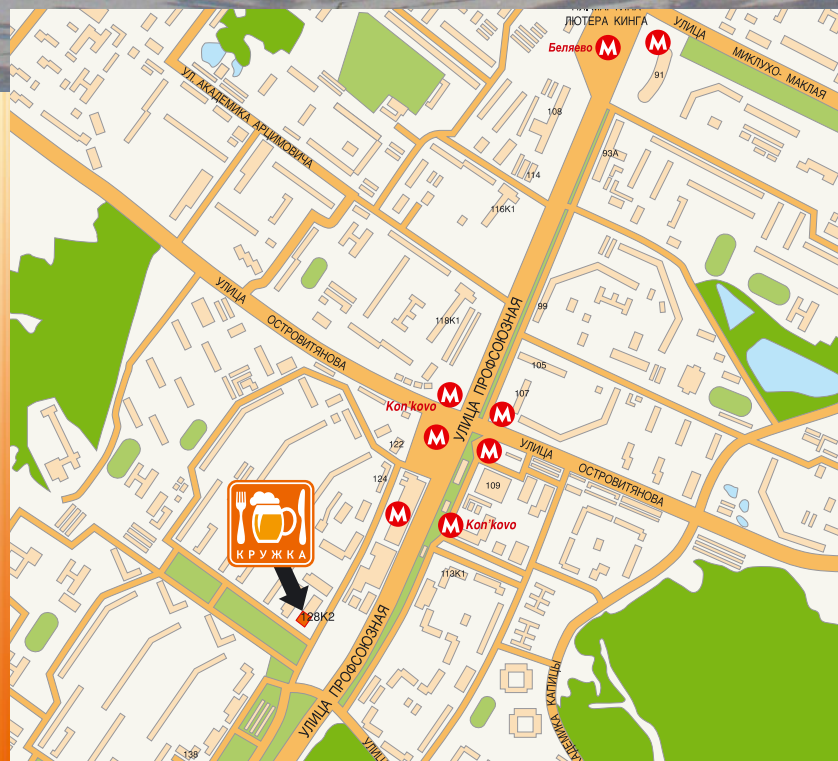
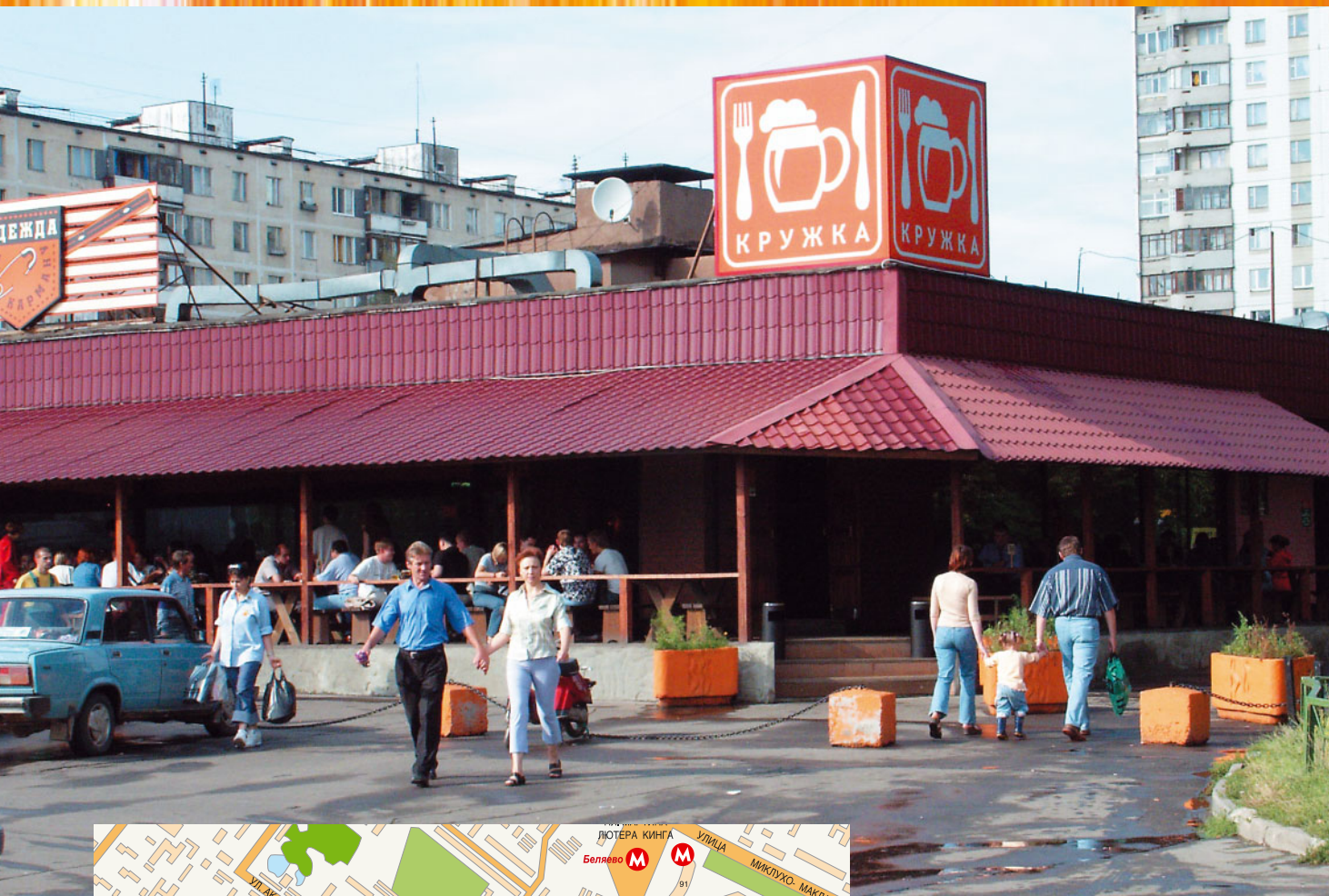
Kruzhka at Gorboushka was opened on November 29, 2002 just opposite the famous trading Center «Gorboushka». It is very popular with both the sellers and shoppers of the biggest household and video/audio equipment trading center. A two-storeyed restaurant with 164 seating places is located in a detached building within a 2 minutes' walk from Bagrationovskaya metro station at 2/9 Kastanayevskaya Ul., building 3.



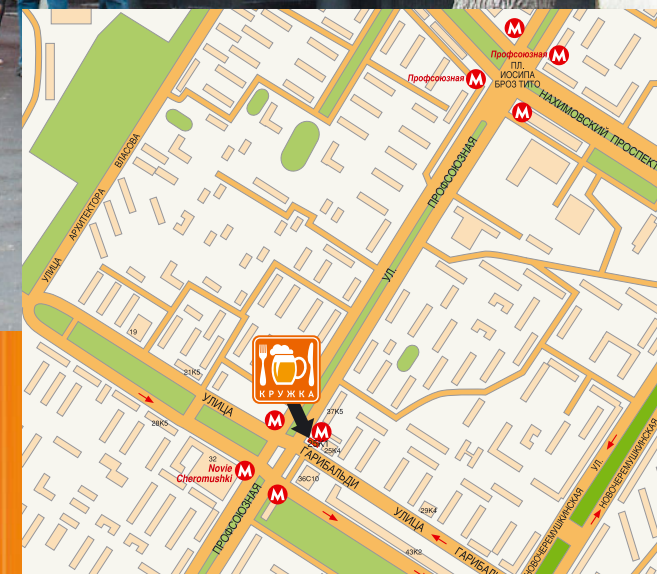
This is the most «sporting and football» Kruzhka of all. It is located just 10 meters off the Locomotive stadium (the best Russian stadium) and within a 3 minutes' walk from Cherkizovskaya metro station. There is a big parking place just in front of the pub. Some distance away from this Kruzhka is the University of physical culture (RGUFC) and another stadium called Izmailovo which has football, volleyball, basketball and athletics grounds. In the immediate vicinity there is Cherkizovo commodity market and AST footwear market as well as trading grounds near the metro station with thousands of visitors frequenting the place every day. This two-floor Kruzhka opened in October 2003 is designed to host 250 visitors at a time.



Every KRUSHKA KON'KOVO



Kon'kovo is the birthplace of KRUZHKA that had its first restaurant opened here in the April of 2002. This KRUZHKA is within a 5 minutes' walk from the metro station, close to the famous Kon'kovo fair. The main hall of the restaurant can accommodate 220 people, and a small banquet room can accommodate 30 guests. A convenient access from Profsoyuznaya Ul. (both from the downtown and the suburbs), a spacious parking place and location in a residential estate provide for a continuous flow of visitors.



NOVIE CHERYOMUSHKI

Mitino, Mar'ino, Vodny stadion and Cheryomushki KRUZHkas are located in residential estates. As a rule KRUZHkas are the only sporting bars in the area, so our format is in great demand especially in this kind of districts.

in Detail

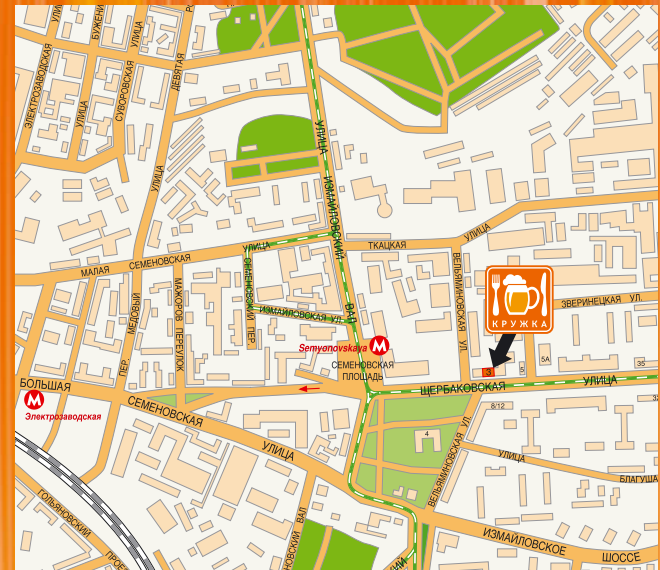


IZMAILOVSKIY PARK

KRUZHKA in Izmailovo is located at the intersection of big clients' flows: the major Moscow hotel complex Izmailovo, the famous antique and art fair Vernisage, the commodity market Izmailovo and the bus station Izmailovo (bus routes and taxi service to Shelkovo, Balashikha, Noginsk, etc.). The two storeyed restaurant was opened in September 2003 in a new building. Accommodation — 120 seats.

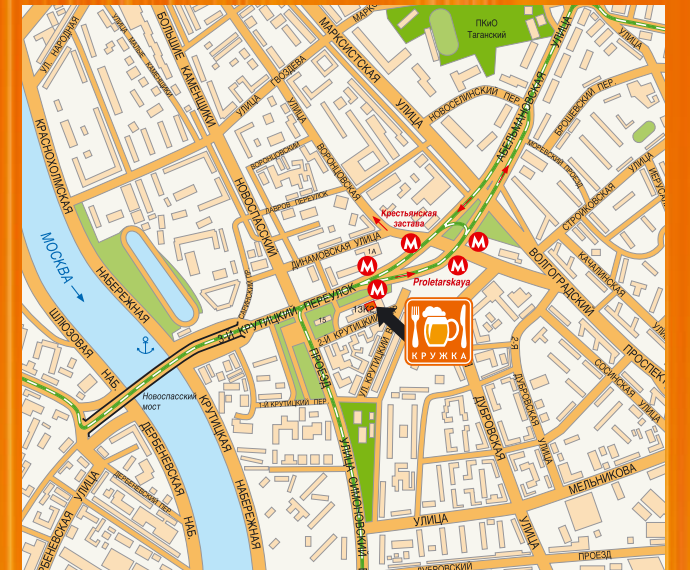


SEMYONOVSKAYA



Semyonovskaya Kruzhka is located straight behind the new trading center Semyonovskiy, just within a 7 minutes' walk from Semyonovskaya metro station. This is quite a busy place hosting Semyonovskiy Footwear World trading center, Eldorado, Technosila and M-Video household electrical appliances shops, as well as specialized shops of Moscow manufacturing factories. Close to this Kruzhka there is the famous Arsenal school of managers and some colleges. This is the largest Kruzhka of the chain: it has 367 seats and in the summer time its terrace may accommodate additionally 126 guests.

PROLETARSKAYA

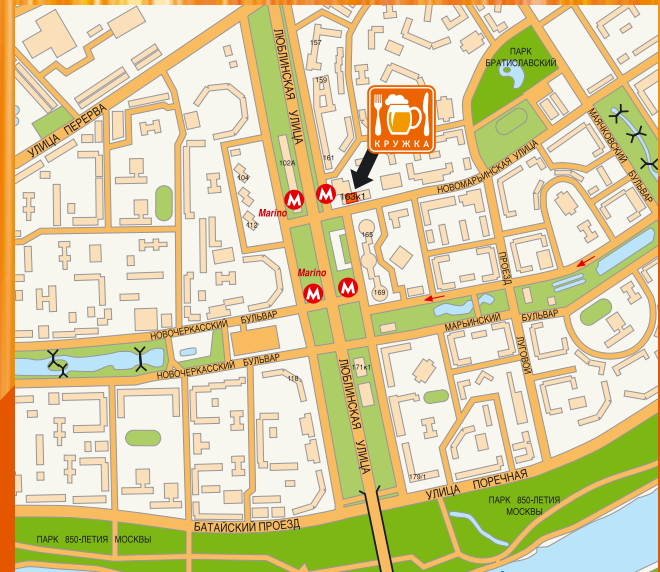
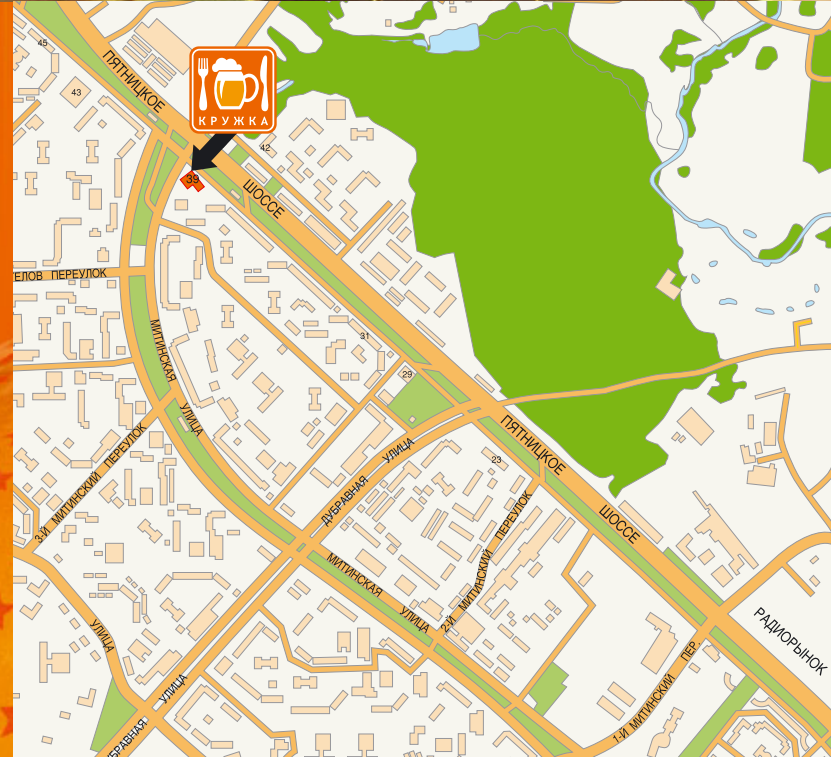


Proletarskaya Kruzhka is the newest of the downtown KruzHKas: opened on May 18, 2004, it is just within a 2 minutes' walk from Proletarskaya metro station and close to the pier of leisure boats that cruise the Moscow-river. Close to this Kruzhka there are business-centers, the Arbat-Prestige hypermarket, apartment houses, colleges and big sports wear and household appliances shops. The one hall restaurant can accommodate 140 guests.

Every KRUZHKA in Detail, MAR'INO

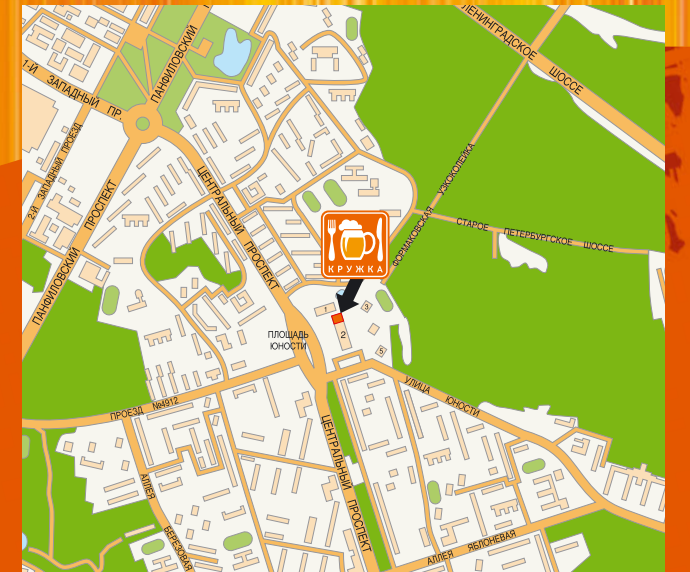
MITINO

Kruzhka in Mitino is the first Kruzhka opened in a shopping mall, i.e. the trading center Neptun. The restaurant has a separate entrance and two halls for 400 guests. The Mitino cinema and the radio market Mitino are located nearby.



Kruzhka in Maryino, opened on October 19, 2004, is within a 2 minutes' walk from Maryino metro station. Located on the ground floor of an apartment house this restaurant with 215 seats operates in a new residential estate of Moscow.

ZELENOGRAD



Zelenograd Kruzhka is the first one opened by us far beyond the Moscow circular road. This Kruzhka is located in the center of Zelenograd in its main square — Yunosti Pl., at number 2. Three halls situated on two floors simultaneously service 269 visitors. Our experience in the Moscow region turned to be very successful and we plan to expand our presence in the area in the near future.